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Dealerscope Merchandising

The Marketing Magazine for Consumer Electronics and Major Appliance Retailing



JUNE 1989
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THE NEW FACE OF ELECTRONICS RETAILING

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HDTV Update

PROFILE: Office Depot

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PERISCOPE

Second Marriage

AUDIO and Video are getting married. Again. The first marriage came about when high-fidelity audio joined video in Hi-Fi VCRs and A/V rack systems. The marriage worked well enough, but it's been several years and, reflecting societal trends, both parties now seem ready to move on to different relationships.

This second trip to the altar involves the joining of television/video and high-fidelity audio suppliers in developing ultra-high-end direct view and projection TVs with enhanced sound reproduction. First invitations were sent out by Zenith and Bose, then Toshiba and Carver announced the happy news. Last month, during their national sales meetings, Magnavox/JBL and Sony/Hughes Aircraft (developer of the Sound Retrieval System) tied the knot.

Featuring surround sound, clean amplification and multiple speaker systems, the new hi-fi enhanced sets sound great. Their lofty price tags will benefit dealers, too. What makes us wonder, however, is whether the merger-crazed dealmakers on Wall Street will step in and convince TV manufacturers to forge a permanent relationship with their audio partners, setting off a new round of acquisition and consolidation in the industry.

Chart Your Course

RETAILERS who carry video software will find a valuable new service this month in DEALERSCOPE MERCHANDISING. Using the resources of the American Video Association we are proud to present rental and sell-through charts of the month's Top 10 video releases. But we're doing more than simply telling you what were the hot titles last month. Based on responses from the AVA membership, the organization's researchers will also be forecasting the most popular titles for the current solicitation period. The result: a reliable guide to the most promising soon-to-be-released titles that can help you make more timely buying decisions. We think the DM/AVA charts are certain to become a must-read in the months ahead.

Murray Slovik

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PEOPLE ON THE MOVE: Major Appliance

The Association of Home Appliance Manufacturers announces the addition of nine new members: Atwood Mobile Products; George W. McCann; Armeo Eastern Steel Div.; J. Michael Lawson; Bruce Plastics Inc.; Morton H. Baker; Cullman Products; Bill L. Neal; EAC Technologies Corp.; Douglas W. Anderson; BF Goodrich Co.; Barry M. Hendrix; Ideal



Baker



Lauer

Industries; Larry Hamilton; Mapes & Sprowl Steel Ltd.; Lewis Hamity; and Nekoosa Packaging; Joseph Oswald.

Changes at Whirlpool Corp: Robert A. Burnett, Gerrit Jeeloff, Jack D. Sparks and David R. Whitwam are elected to the board of directors. Wilhelmus G. Maeyer is named executive VP. Randall C. Arnt rejoins Whirlpool as director of corporate security.

Jerry E. Lauer is named national accounts marketing manager for the Hoover Co.

Roger Mayer is appointed head of Emerson Quiet Kool's customer assurance department.

At Jenn-Air, Jerry A. Joyner, R. Joseph Goode and Gary Stoner are named regional managers.

Welbilt Corp. appoints Agnes Corkill corporate advertising manager. Peter Fuerst becomes president of Cleveland Range.

STAT WATCH

MAJOR HOME APPLIANCE FACTORY SHIPMENTS, * THOUSANDS OF UNITS
March 1989

	March			Calendar Year to Date		
	1989	1988	% Change	1989	1988	% Change
ALL MAJOR APPLIANCES**	4,638.3	4,122.6	+ 12.5	12,816.3	11,735.4	+ 9.2
COOKING — TOTAL	1,358.5	1,172.4	+ 15.9	4,132.3	3,860.3	+ 7.0
Electric Ranges — Total	272.9	251.0	+ 8.7	742.9	730.0	+ 1.8
Free Standing	214.6	200.5	+ 7.0	582.7	581.2	+ 0.3
Built-In	58.4	50.5	+ 15.6	160.2	148.9	+ 7.6
Gas Ranges — Total	194.0	175.4	+ 10.6	508.1	506.7	+ 0.3
Free Standing	183.4	163.2	+ 12.4	480.3	475.4	+ 1.0
Built-In	10.6	12.1	- 12.4	27.8	31.3	- 11.2
Microwave Ovens/Ranges***	906.5	761.4	+ 19.1	2,923.9	2,669.0	+ 9.6
HOME LAUNDRY — TOTAL	923.8	857.2	+ 7.8	2,818.8	2,702.8	+ 4.3
Automatic Washers	539.1	497.9	+ 8.3	1,604.0	1,536.4	+ 4.4
Dryers — Total	384.7	359.2	+ 7.1	1,214.8	1,166.4	+ 4.1
Electric	297.7	276.6	+ 7.6	941.1	903.4	+ 4.2
Gas	87.0	82.7	+ 5.2	273.7	263.0	+ 4.1
KITCHEN CLEAN UP — TOTAL	756.0	692.9	+ 9.1	2,183.5	2,056.0	+ 6.2
Disposers	413.6	361.5	+ 14.4	1,185.1	1,082.9	+ 9.4
Dishwashers — Total	323.5	307.7	+ 5.1	942.1	912.7	+ 3.2
Built-In	306.1	288.0	+ 6.3	882.3	845.6	+ 4.3
Portable	17.4	19.7	- 11.7	59.8	67.2	- 11.0
Compactors	18.9	23.7	- 20.3	56.3	60.4	- 6.8
FOOD PRESERVATION — TOTAL	654.1	593.8	+ 10.2	1,768.3	1,697.6	+ 4.2
Refrigerators	564.1	512.2	+ 10.1	1,491.2	1,435.5	+ 3.9
Freezers — Total	90.0	81.6	+ 10.3	277.2	262.1	+ 5.8
Chest	52.8	43.6	+ 21.1	156.1	142.1	+ 9.9
Upright	37.3	38.0	- 1.8	121.1	120.0	+ 0.9
HOME COMFORT — TOTAL	945.9	806.2	+ 17.3	1,913.4	1,418.7	+ 34.9
Room Air Conditioners	845.7	682.3	+ 23.9	1,744.1	1,206.1	+ 44.6
Dehumidifiers	100.2	124.0	- 19.2	169.3	212.6	- 20.4

* Domestic plus export shipments includes both U.S. produced and imported products.

** Numbers do not add because of overlapping product categories.

*** Includes microwave ovens and combination microwave ovens/ranges.

Source: AHAM (Assn. of Home Appliance Manufacturers)